

ORDER



Orders
Order / Rev: 722442
Alt Order #: 06374660
Product Desc: WALZ FOR CONGRESS
Estimate: 2066
Flight Dates: 10/16/12 - 10/22/12
Original Date / Rev: 10/15/12 / 10/15/12
Order Type: Political

KARE

Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Walz for Congress
Demographic: A35+
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/15/12	10/21/12	26	\$27,590.00	\$23,451.50
10/22/12	10/28/12	7	\$8,160.00	\$6,936.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	33	\$35,750.00	\$30,387.50	0.00
Totals	33	\$35,750.00	\$30,387.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KARE	10/16/12	10/22/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	MTWTF--	:30	5	\$250.00	P-4	0.00	NM	5	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$250.00		0.00				
E 2	KARE	10/16/12	10/22/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	11111--	:30	5	\$850.00	P-4	0.00	NM	5	\$4,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	11111--			5		\$850.00		0.00				
E 3	KARE	10/16/12	10/22/12	Today Show Today Show	CM	7-9a	MTWTF--	:30	5	\$800.00	P-4	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$800.00		0.00				
E 4	KARE	10/16/12	10/22/12	M-F 4-430p KARE 11 4 News	CM	4-430P	MTWTF--	:30	5	\$360.00	P-4	0.00	NM	5	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$360.00		0.00				
E 5	KARE	10/16/12	10/22/12	M-F 5-530p KARE 11 5 News	CM	5-530p	MTWTF--	:30	5	\$1,450.00	P-4	0.00	NM	5	\$7,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$1,450.00		0.00				
E 6	KARE	10/16/12	10/22/12	M-F 6-630p KARE 11 6 News	CM	6-630p	MTWTF--	:30	5	\$1,450.00	P-4	0.00	NM	5	\$7,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	MTWTF--			5		\$1,450.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 7	KARE	10/16/12	10/22/12	M-F 10-1035p KARE News 10p	CM	10-1035p	- TWTF - -	:30	1	\$2,000.00	P-2	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/16/12	10/22/12	- TWTF - -	1		\$2,000.00		0.00						
E 8	KARE	10/22/12	10/22/12	Mon Prime SMASH	CM	3000 (9:00 PM-10:00 PM)	M - - - - -	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M - - - - -	1		\$3,000.00		0.00						
E 9	KARE	10/16/12	10/16/12	Tue Prime VOICE	CM	658-8P (6:58 PM-8:00 PM)	- T - - - - -	:30	1	\$4,950.00	P-4	0.00	NM	1	\$4,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	- T - - - - -	1		\$4,950.00		0.00						
													Totals	33	\$35,750.00